



# BLAZING THE TRAIL

## to cleaner highways



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## Beauty of Arizona's Highways Recognized Nationally

*Red Rock Scenic Highway Designated "All-American Road"*

Why is keeping Arizona's highways clean so critical? Simply because they are one of our State's finest assets. Many of us know this already, but now the country as a whole does too. A section of State Route 179 was awarded the highest designation a scenic or historic roadway can receive from the federal government—status as an "All-American Road."

This was announced on September 22, 2005 during a National Scenic Byways Conference in Washington, DC.

In addition, three other scenic highways were selected as "National Scenic Byways." They are Historic Route 66 in northern Arizona, The Coronado Trail (US 180/191) in eastern Arizona and the Sky Island Parkway (Mount Lemmon Highway) near Tucson.

"All of these highways receiving national scenic status take us to and through some of Arizona's top natural attractions," Governor Janet Napolitano noted. "We should all be proud of this recognition."

The Red Rock Scenic Road extends seven and a half miles along State Route 179 between Dry Beaver Creek and Back-O-Beyond Road near Sedona. Visitors from around the world travel there to view the magnificent Red Rock formation for which the Oak Creek Canyon region is known.

Kathy Knapp, Scenic Byways Coordinator, helped organize the efforts to achieve this historic designation on behalf of Arizona Department of Transportation (ADOT). She believes Adopt a Highway (AAH) participants have played a vital role in promoting Arizona's

roads to America.

"By being designated nationally, we're responsible for maintaining, enhancing and protecting these roads," says Knapp. "AAH is the perfect grass roots effort to help achieve that goal."

### did you know?

The saguaro blossom, Arizona's state flower, blooms from late April through June, with up to 100 flowers appearing on each saguaro.



## TRASHY FACTS

Trashy Facts to Consider

A recent cleanup of US 60 turned up the following trashy data:

### Top 10 Litter List:

Source: ADOT and ACB collaborative project, 2003.

Fast food items	32.7%
Cigarette filters	23.3%
Grocery store bags	6.8%
Plastic bottles	5.1%
Beverage cans	4.8%
Cardboard	4.0%
Glass bottles	3.5%
Cigarette wrappers	3.0%
Tire parts	2.8%
Bottle caps	1.8%



# Sedona Litter Lifters Win Governor’s Pride in Arizona Award for 2005

*Southern Arizona Environmental Management Society Recognized with Honorable Mention*

Arizona Clean and Beautiful gave its annual Governor’s Pride in Arizona Awards on October 28, and two Adopt a Highway groups were at the top of their list. The Keep Sedona Beautiful Litter Lifters received the Governor’s Pride in Arizona Award. Formed in 1971, they now number 120 volunteers who remove litter along 40 miles of road leading into and through Sedona. They typically pick up once a month and sometimes more often than that. Kudos to the Sedona Litter Lifters!

The Southern Arizona Environmental Management Society earned an honorable mention. This group actively promotes understanding and awareness of environmental issues as well as participating in AAH. They take care of milepost 282-283 on I-10.

As district representatives of AAH from around the state have reported, there are many AAH teams who deserve recognition for working to keep our state roads litter-free. But on behalf of all our AAH groups, it’s great to see the Sedona Litter Lifters and Southern Arizona Environmental Management Society be acknowledged for their outstanding efforts.

## volunteer spotlight

### Norm Stoken Gets It Together

Norm Stoken organized the Prescott Litter Lifters in 1981 with his wife Naomi, now deceased. Norm had noticed that Sedona’s streets were cleaner than Prescott’s. He learned this was largely due to the work of the Sedona Litter Lifters. In a letter to the editor of the Prescott Courier, he encouraged Prescott residents to form their own cleanup group. He received 12 answers to his call, and the Prescott Litter Lifters were born.

At first, they went out as individuals to cover more territory, but people missed having the company of others. So Norm got the idea to have everyone go out together. The sociability led to a closer-knit organization and to lasting friendships. It also drew more volunteers.

Today the Prescott Litter Lifters number over 30 people, mostly retired, who go out twice weekly to pick up litter. And Norm Stoken, now 90, still joins them. Together, they cover 15 AAH miles, as well as cleaning up Prescott city and country roads. Last year they collected 1,063 bags of trash, not including 900 lbs of aluminum cans.

Most of their work is accomplished by a Wednesday morning group and a Thursday morning group. They work every week that weather permits. Of course, when they’re done, they usually stop somewhere for coffee and to catch up.

When called on by school and youth groups, the Prescott Litter Lifters also provide cleanup and educational talks.

In addition, once a year, the Prescott Litter Lifters hold a potluck, during which they eat good food, and swap stories. Thanks to Norm Stoken, they’re enjoying their time together, and Prescott’s highways are a whole lot cleaner.



## sponsor spotlight

### Jobing.com

*Helps AAH Get the Job Done*

Corporate sponsors play a central role in making AAH effective statewide. And Jobing.com has certainly taken up the challenge. As the name implies, this Phoenix-based company connects potential employees and employers via the Internet. They’ve very pretty effective at helping keep Arizona highways clean as well. Jobing.com currently sponsors a total of 60 miles throughout Arizona, with 27 signs posted around the state.

“Community service is a major corporate focus for Jobing.com,” says Brian Eastwood, Jobing.com Director of Communication. “AAH gives us the opportunity to support a major initiative that keeps the roads people use to commute to and from work clean and safe.”

“We appreciate the support of Jobing.com,” says Stephanie Brown, Statewide Adopt a Highway Coordinator, “and encourage more companies in Arizona to follow their lead. AAH represents an excellent opportunity for corporations to enhance our communities and be recognized for doing so.”

## AAH: From East to West

As of September 2005, ADOT has a new Adopt a Highway Coordinator, Stephanie Brown. One of Stephanie’s first duties was to represent Arizona at the Tenth Annual Conference of the International Adopt a Highway Association in Natchez, MS, on October 19<sup>th</sup> – 22<sup>nd</sup>. Arizona was one of 16 states from across the country participating. A variety of approaches to litter prevention were discussed.

Out West, for example, the State of Washington has put an emphasis on law enforcement. Fines for human waste litter (trucker bombs, soiled diapers, etc.) have been increased to \$1,025. In 2004, their litter hotline received over 17,000 calls. Particularly effective was getting media to cover people fined for littering. A woman who’d gotten a \$194 ticket for littering made all the local Seattle news, and became a cautionary tale for other would-be litterers.

Back East, Mississippi has focused on anti-litter marketing communications, including their “I’m Not Your Mama” campaign. It features former Mississippi First Lady Pat Fordice, who insisted on wearing her own clothes and refused the use of a stunt double for a scene in which a pickup stops a split second before hitting her. Her reality style seems to be working—the campaign has won seven National Awards. Media can be viewed at: [http://www.gomdot.com/antilitter/media/media\\_main.htm](http://www.gomdot.com/antilitter/media/media_main.htm)

# DISTRICT - NEWS

## ARIZONA ROUNDUP

*ADOT AAH activities are coordinated by various District Offices across the state.*

### Happy Trails to the Holloways in Phoenix

Mileposts 218 to 221 on the northbound frontage road of I-17 will not be the same, reports Mark Schalliol, Roadside Maintenance Manager for the Phoenix Maintenance District. That’s because **Bill and Nelda Holloway**, who have been servicing Arizona roadsides for nearly 20 years, are now retiring from the AAH program. The Holloways began up near Sunset Point Rest Area on I-17, and then moved their adopted area closer into **Phoenix** in the mid 90’s.

A l o n g with Mark Schalliol, Rick Araiza (Highway Maintenance Supervisor ORG 7881), and Beverly Lemons (Construction Tech III ORG 7884) visited with Bill and Nelda on October 25th in their beautiful back yard, and presented them with their AAH sign, complete with a big white bow.



Bill and Nelda shared stories about snakes, truckers and helpers who never showed up. A favorite story was how a friend would leave

them messages on crumpled notes of paper to encourage them. Once they even found a weathered \$100 bill. Who says volunteering doesn’t pay! Thank you Bill and Nelda for all your hard work and caring.

### Globe Gives its Best

Romolo Madrid, Construction Engineering Manpower Management Systems (CEMMS) representative and volunteer AAH coordinator, reports that about 100 AAH teams are active in his district and have been doing a good job. He especially wants to recognize the efforts of **David and Willa Soresen**, who keep their mile of Route 77, milepost 170—171, nice and clean. They also go above and beyond the call of duty to help other people pick up litter on their adopted stretches of road. Madrid reports that they are two of many who give an outstanding effort in the **Globe** district.

### Inspiration in Flagstaff District

Jim Bernard is the ADOT permit technician in **Flagstaff**, as well as AAH district coordinator. He’s extremely enthusiastic about the AAH

volunteers in his district. “I’ve been doing this for five years, and it had become like a long time friendship with these people. I recognize their voice when they call. Sometimes I see them out picking up trash and I stop and help for a while. They do such super work, and are out in all weather. They give so much of their time, it’s really inspiring.”

Jim would like to name everyone if he could, but particular recognition is due to **Buford Belgard** and the **American Legion Post #42** in Williams, who have been picking up highway litter since 1992. According to Mary Hoover, who is the post’s office manager, Belgard first organized volunteers to clean up their adopted highway--mileposts 212-214 on Route 64. Belgard and his fellows are retiring from the program, and we salute them for all their effort and commitment over the years.

Bernard also appreciates the dedication of the **Bahai Faith** group, led by **Gary Dunagan**. These AAH supporters care for the section of I-17 between milepost 335-336. Although only required to pick up litter twice a year, Gary and his people are often out as regularly as once a month! No wonder there’s such enthusiasm for AAH in the Flagstaff district.

## ARIZONA ROUNDUP: *Cont'd*

### Community Spirit in Prescott

The Prescott district is home to **Norm Stoken** and his gang of **Prescott Litter Lifters**, featured in our volunteer spotlight. The Prescott Litter Lifters do outstanding work, but they are not alone in their caring for the area's highways.

"All our Adopt a Highway volunteers who make such a great contribution to our community deserve acknowledgment," says John Pratt, Prescott coordinator. "**Dick and Dee Maloney and Friends** in Payson are

super. And **Habitat for Humanity** does a really good job as well. None of our AAH volunteers can get too much recognition as far as I'm concerned."

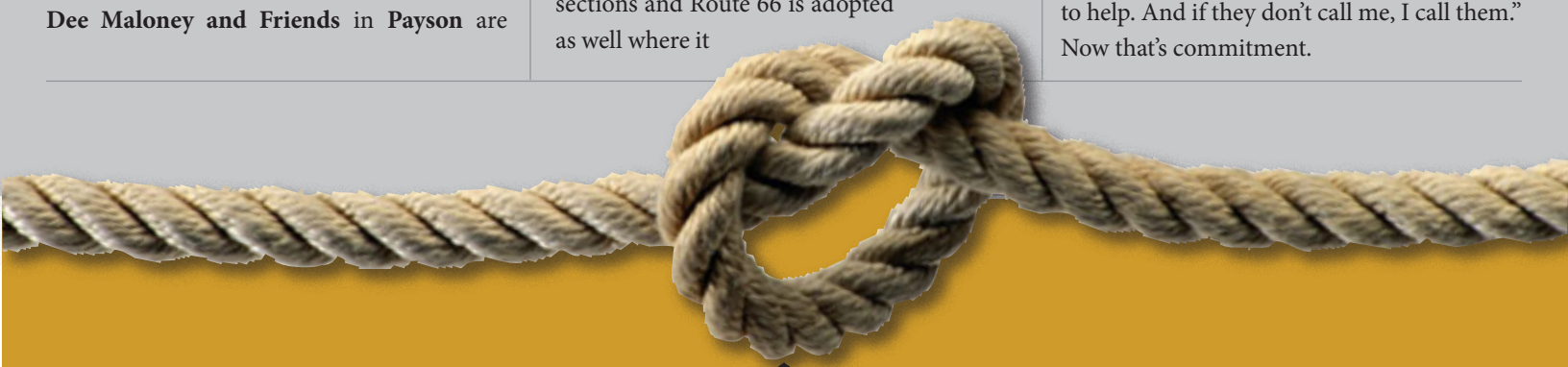
### Kingman Cleans Up

AAH coordinator Anthony Martinez reports strong AAH participation in developed areas of the **Kingman** district, but not as much out of town. "The busy areas are almost all taken," he says, "95 from US 93 has no available sections and Route 66 is adopted as well where it

runs through town."

**The Elks Lodge in Lake Havasu City** is certainly doing its part. They've adopted State Route 95, milepost 178-180. This is the stretch from Oro Grande to Acoma. In the last year and a half, they've collected 6150 lbs of litter. That's nearly 250 bags of trash!

"It's very important to keep our highways clean," says **Gail Wenzel**, who coordinates the Elks Lodge efforts. "Most of our people are in their 60's and 70's and they're all willing to help. And if they don't call me, I call them." Now that's commitment.



## Get Involved In AAH In Your Area

Join the thousands of volunteers around the state who help keep our Arizona highways beautiful. Help care for your communities by becoming an AAH volunteer. Contact the AAH coordinator in your district, or visit: [www.azdot.gov/highways/adoptahwy/Volunteer.asp](http://www.azdot.gov/highways/adoptahwy/Volunteer.asp)

### Arizona Businesses

#### Flagstaff District Office (928) 774-1491

Includes Flagstaff, Sedona, Cameron, Page, Fredonia, Littlefield

#### Globe District Office (928) 425-7638

In addition to Miami/Globe, also covers Snow Flake, Show Low, St. John's, Young, Winkelman

#### Holbrook District Office (928) 524-6801 X201

Includes Holbrook, Chinle, Kayenta, Winslow, Second Mesa, Window Rock

#### Kingman District Office (928) 681-6019

In addition to Kingman, also includes Lake Havasu, Bullhead City, Seligman, Wikieup

#### Phoenix District Office (602) 712-6552

Covers the central Phoenix Metropolitan area

#### Prescott District Office (928) 777-5875

Includes Prescott, Camp Verde, Wickenburg, Cordes Junction, Payson

#### Safford District Office (928) 428-5470

In addition to Safford, also covers Morenci, Bisbee, Sierra Vista, Willcox, Benson

#### Tucson District Office (520) 620-5451

In addition to Tucson, also covers Ajo, Casa Grande, Nogales

#### Yuma District Office (928) 317-2106

Includes Yuma, Gila Bend, Quartzite

If your business would like to sponsor a segment of highway, visit [www.azdot.gov/highways/adoptahwy/SAAH.asp](http://www.azdot.gov/highways/adoptahwy/SAAH.asp) or call us at 602-712-7355 for a list of pre-approved maintenance providers.

### Calendar Info

March – May 2006

Great American Clean-Up

• *Individual Events To Be Announced*

### Contact Info

For general information about AAH, please email us at: [info@azdot.gov](mailto:info@azdot.gov)  
Or call us at: 602-712-7355